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The College Placement Council 62 Highland Avenue / Bethlehem, PA 18017

The national association for career planning, placement, and recruitment

CPC Salary Survey

A study of 1986-87 beginning offers Preliminary Report December 1986

The wait-and-see attitude adopted by employers last recruiting season has not yet subsided. Although inflation has stabilized, acquisitions and mergers, coupled with a changing economy, have contributed to a drop in dollars available for recruiting and hiring. In light of this, forecasters have predicted that fewer graduates will be recruited on college campuses in 1986-87 than last year.

The preliminary *Salary Survey* report seems to support that prediction. The number of offers made to bachelor's degree candidates fell 23 percent below last December's figure. While a portion of the decrease may be attributable to a decrease in the number of placement offices reporting (164 versus 183 last year), the statistics indicate that significantly fewer offers were received at consistently participating schools.

Seventeen disciplines received a sufficient number of offers to allow meaningful comparisons with last year's closing figures. Only two of them showed substantial increases in average starting salaries offers since July. The majority registered slight to significant decreases.

With few exceptions, the technical areas of engineering and computer science broke with tradition by posting drops in beginning salary averages. The average for computer science fell 6.1 percent while the averages for chemical, electrical, and mechanical engineering dipped slightly.

Although petroleum engineering continued to attract the highest dollar offers, it too has suffered. The number of offers in this category dropped 90 percent and the average salary decreased 2.4 percent.

The business areas fared somewhat better than their technical counterparts. Average salaries for accounting and business administration rose slightly since July but marketing and distribution had the strongest showing, with its average increasing 3.8 percent. Management information systems, a high-demand field in the past, did not follow suit, posting a substantial decrease in the salary average.

A bright spot occurred in agriculture and food science. The number of offers rose by 42.9 percent and the salary average posted a 7.9 percent gain.

For the most part, the number of offers made to master's degree candidates was down as well. Of particular interest were the significant decreases in the number of offers and average beginning salaries for MBA's. Both technical and nontechnical areas posted salary average decreases well into the double digits.

Several new occupational titles have been added this year to broaden the scope of the *Salary Survey* report. Overall, though, the report format and informational categories continue unchanged for this year.

The CPC preliminary *Salary Survey* report covers the period from September 1 through December 5, 1986. The data include offers extended to students graduating between September 1, 1986, and August 31, 1987. There are 164 placement offices participating in the *Salary Survey*. Additional copies of the report are available to members and subscribers for $1.50 each.

Deborah J. McCleary
Statistical Services Supervisor

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 164 placement offices at 143 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and nonprofit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1986
PRELIMINARY REPORT - 9/1/86 to 12/5/86

Bachelor's Degree Candidates
(Data Combined for Men and Women)

By Curriculum for All Types of Employers	Number of Offers December 1986	Number of Offers December 1985	Average Dollar Offers December 1986	Average Dollar Offers December 1985	Average Dollar Offers July 1986	% Change from July	Percentiles 90th	Percentiles 50th	Percentiles 10th
BUSINESS									
Accounting	493	711	$1,775	$1,752	$1,768	0.4%	$1,958	$1,792	$1,510
Business Administration & Management	181	97	1,643	1,623	1,638	0.3	2,141	1,542	1,200
Management Information Systems	50	58	1,770	1,894	1,903	-7.0	2,219	1,832	1,320
Marketing & Distribution	166	97	1,667	1,572	1,606	3.8	2,000	1,667	1,291
HUMANITIES & SOCIAL SCIENCES									
Economics[1]	34	29	1,637	1,708	1,867	-12.3	2,000	1,583	1,333
Humanities	103	30	1,402	1,512	1,608	-12.8	1,890	1,333	1,000
Social Sciences	77	29	1,528	1,603	1,665	-8.2	2,000	1,500	1,000
ENGINEERING									
Aerospace & Aeronautical	26	51	2,302	2,276	2,315	-0.6	2,557	2,300	1,925
Chemical	43	103	2,409	2,431	2,438	-1.2	2,650	2,500	1,925
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	61	105	1,996	2,014	2,011	-0.8	2,405	1,958	1,624
Electrical (incl. Computer Engrg.)	271	486	2,306	2,267	2,364	-2.5	2,600	2,400	1,900
Geological	+	5	+	2,051	1,883	+			
Industrial	61	85	2,258	2,232	2,254	0.2	2,500	2,300	1,800
Mechanical	165	290	2,311	2,304	2,322	-0.5	2,550	2,333	1,930
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	4	25	2,577	2,267	2,322	11.0	*	*	*
Mining & Mineral	1	N/A	2,306	N/A	2,163	6.6	*	*	*
Nuclear (incl. Engrg. Physics)	4	12	2,508	2,360	2,308	8.7	*	*	*
Petroleum	5	49	2,683	2,680	2,750	-2.4	*	*	*
Engineering Technology	23	72	2,183	2,153	2,183	0.0	2,667	2,250	1,750
SCIENCES									
Agricultural Sciences	30	21	1,723	1,397	1,597	7.9	2,200	1,583	1,250
Allied Health Professions	11	3	1,807	1,701	1,702	6.2	*	*	*
Biological Sciences	16	7	1,402	1,912	1,589	-11.8	*	*	*
Chemistry	3	14	1,782	2,195	1,948	-8.5	*	*	*
Computer Science	154	196	2,081	2,167	2,216	-6.1	2,500	2,104	1,533
Mathematics	27	19	2,008	1,945	2,037	-1.4	2,445	2,029	1,333
Other Physical & Earth Sciences	8	16	1,699	1,941	2,100	-19.1	*	*	*
Totals	**2,017**	**2,610**							

N/A--No historic data available.
[1]Includes economics programs with both business and social science orientation.
*Not computed for fewer than 20 offers.
+No offers reported.

AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1986
PRELIMINARY REPORT - 9/1/86 to 12/5/86

Bachelor's Degree Candidates
(Data Combined for Men and Women)

By Occupational Title for All Types of Employers	Number of Offers December 1986	Number of Offers December 1985	Average Dollar Offers December 1986	Average Dollar Offers December 1985	Average Dollar Offers July 1986	% Change from July	Percentiles 90th	Percentiles 50th	Percentiles 10th
ADMINISTRATIVE & MANAGEMENT-RELATED OCCUPATIONS									
Accountants & Auditors	492	694	$1,775	$1,753	$1,768	0.4%	$1,958	$1,792	$1,525
Banking Occupations	18	N/A	1,587	N/A	N/A	N/A	*	*	*
Business Administration	53	32	1,563	1,779	1,626	-3.9	2,000	1,500	1,083
Consultants	24	N/A	1,785	N/A	N/A	N/A	2,342	1,909	1,200
Financial Analysts	25	21	1,833	1,683	2,030	-9.7	2,415	1,834	1,200
**Human Resources [Personnel and Labor Relations]	34	6	1,447	1,598	1,629	-11.2	2,084	1,317	958
Management Trainees	168	98	1,601	1,568	1,652	-3.1	2,083	1,533	1,250
COMPUTER & MATHEMATICAL OCCUPATIONS									
Computer Programmers	76	112	1,953	2,072	2,110	-7.4	2,383	1,944	1,458
Computer Scientists (incl. Systems Analysts)	104	134	2,105	2,134	2,245	-6.2	2,525	2,125	1,579
Mathematicians/Statisticians	9	13	1,969	1,796	1,985	-0.8	*	*	*
MARKETING & SALES OCCUPATIONS									
Advertising/Marketing	84	39	1,652	1,635	1,699	-2.8	2,300	1,592	1,166
Retail/Wholesale Sales	.78	97	1,664	1,637	1,639	1.5	2,000	1,684	1,250
Technical Sales	42	18	1,816	1,861	1,845	-1.6	2,416	1,750	1,417
ALL OTHER OCCUPATIONS									
Communications Occupations	25	16	1,376	1,814	1,636	-15.9	2,300	1,250	875
Engineers (Engrg. Degree Required)	643	1,246	2,288	2,281	2,325	-1.6	2,600	2,360	1,800
Farm & Natural Resources Management	19	4	1,715	1,320	1,651	3.9	*	*	*
Health-Related Occupations	15	9	1,671	1,568	1,613	3.6	*	*	*
Insurance & Real Estate Occupations	49	5	1,546	1,597	1,635	-5.4	2,000	1,500	1,200
Production Occupations	23	23	1,722	1,913	2,017	-14.6	2,083	1,765	1,166
Researchers--Nonscientific	+	7	+	1,883	1,856	+			
Researchers--Scientific	+	30	+	2,108	2,052	+			
Social Workers & Recreational Workers	19	4	1,276	1,361	1,232	3.6	*	*	*
Transportation & Distribution Occupations	17	2	1,974	1,417	1,813	8.9	*	*	*
Totals	**2,017**	**2,610**							

**Category name changed; the bracketed name indicates former category, on which historical data are based.
N/A--No historic data available.
*Not computed for fewer than 20 offers.
+No offers reported.

AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1986
PRELIMINARY REPORT - 9/1/86 to 12/5/86
(Data Combined for Men and Women)

Master's Degree Candidates
Inexperienced (One year or less
of full-time, nonmilitary employment)

Graduate Program	Number of Offers December 1986	Number of Offers December 1985	Average Dollar Offers December 1986	Average Dollar Offers December 1985	Average Dollar Offers July 1986	% Change from July	Percentiles 90th	Percentiles 50th	Percentiles 10th
BUSINESS									
Accounting	46	51	$2,140	$2,007	$2,132	0.4%	$2,417	$2,166	$1,800
MBA--Nontechnical Undergraduate	40	55	2,082	2,121	2,529	-17.7	2,500	2,087	1,660
MBA--Technical Undergraduate	6	11	2,276	2,359	2,699	-15.7	*	*	*
MS--Business (incl. Management, Marketing, Finance, etc.)	1	5	2,383	2,475	2,337	2.0	*	*	*
Administration (incl. Public Hospital, etc.)	2	N/A	2,145	N/A	2,037	5.3	*	*	*
Industrial Management (incl. Industrial Administration)	3	1	2,222	2,000	2,481	-10.4%	*	*	*
HUMANITIES & SOCIAL SCIENCES									
Humanities	12	N/A	1,550	N/A	1,624	-4.6	*	*	*
Social Sciences	23	3	1,672	1,363	1,754	-4.7	2,333	1,590	1,250
ENGINEERING									
Chemical	3	4	2,928	2,613	2,678	9.3	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	4	9	2,287	2,337	2,391	-4.4	*	*	*
Electrical (incl. Computer Engrg.)	13	22	2,925	2,837	2,851	2.6	*	*	*
Industrial	1	3	2,458	2,755	2,707	-9.2	*	*	*
Mechanical	10	22	2,682	2,744	2,740	-2.1	*	*	*
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	2	3	2,542	2,556	2,722	-6.6	*	*	*
Nuclear (incl. Engrg. Physics)	2	N/A	2,843	N/A	2,933	-3.1	*	*	*
SCIENCES									
Chemistry	3	2	2,333	2,605	2,333	0.0	*	*	*
Computer Science	17	21	2,828	2,530	2,777	1.8	*	*	*
Geology & Related Geological Sciences	1	8	2,833	2,556	2,542	11.5	*	*	*
Mathematics	2	4	2,146	2,265	2,548	-15.8	*	*	*
Totals	**191**	**224**							

N/A--No historic data available.
*Not computed for fewer than 20 offers.

AVERAGE MONTHLY SALARY OFFERS

DECEMBER 1986
PRELIMINARY REPORT - 9/1/86 to 12/5/86
(Data Combined for Men and Women)

Master's Degree Candidates Experienced[1]

Graduate Program	Number of Offers December 1986	Number of Offers December 1985	Average Dollar Offers December 1986	Average Dollar Offers December 1985	Average Dollar Offers July 1986	% Change from July	Percentiles 90th	Percentiles 50th	Percentiles 10th
Over 1 to 2 years									
MBA--Nontechnical Undergraduate	6	5	$2,542	$1,858	$2,828	-10.1%	*	*	*
MBA--Technical Undergraduate	5	N/A	3,400	N/A	2,888	17.7	*	*	*
Over 2 to 4 years									
MBA--Nontechnical Undergraduate	7	5	2,762	2,128	3,032	-8.9	*	*	*
MBA--Technical Undergraduate	+	2	+	2,743	3,161	+			
Over 4 years									
MBA--Nontechnical Undergraduate	8	3	2,560	2,056	3,145	-18.6	*	*	*
MBA--Technical Undergraduate	1	N/A	3,400	N/A	3,203	6.2	*	*	*
Totals	**27**	**15**							

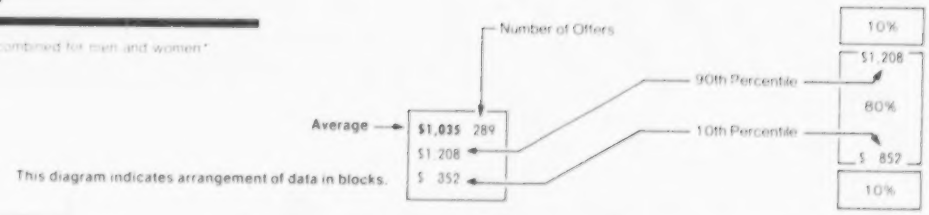
DOCTORAL DEGREE CANDIDATES

ENGINEERING									
Chemical	4	4	$3,717	$3,469	$3,557	4.5%	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	+	N/A	+	N/A	2,892	+			
Electrical (incl. Computer Engrg.)	11	9	3,942	3,981	3,845	2.5	*	*	*
Mechanical	4	8	3,571	3,579	3,435	4.0	*	*	*
Metallurgical (incl. Metallurgy, Materials Engrg., & Science & Ceramics)	1	9	3,000	3,501	3,479	-13.8	*	*	*
SCIENCES									
Chemistry	10	14	3,096	3,197	3,113	-0.6	*	*	*
Mathematics (incl. Oprs. Research, Statistics, & Actuarial Science)	+	N/A	+	N/A	3,292	+			
Physics	5	10	3,432	3,618	3,527	-2.7	*	*	*
Totals	**35**	**54**							

N/A--No historic data available.
[1]Years of previous full-time, nonmilitary employment.
*Not computed for fewer than 20 offers.
+No offers reported.

Monthly beginning salary offers to all candidates by curriculum and employer

Preliminary Report ■ December 1986 ■ Data combined for men and women*



The 90th and 10th percentiles are those salary offers between which 80 percent of the offers in a category are located. Not computed for fewer than 20 offers.

10 percent of the salary offers are higher than the 90th percentile.

10 percent of the salary offers are lower than the 10th percentile.

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL												GOV'T ■ NON-PROFIT		
	Accounting Public	Banking, Finance & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace	Automotive & Mechanical Equipment	Building Materials Mfrs & Construction	Chemicals, Drugs, & Allied Products	Computers & Business Machines	Electrical & Electronic Mach. & Equip.	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	Federal Government	Local/State Government	Non-Profit Orgs. & Educational Institutions
BACHELOR'S DEGREE																		
NON-TECHNICAL: Accounting	$1,788 394 $1,958 $1,584	$1,639 17	$1,766 8	$1,863 2	$1,990 4	$1,725 5		$1,896 4	$1,712 5	$1,900 6	$1,644 3	$2,083 1	$1,813 13	$2,000 1	$1,784 6	$1,497 11	$1,638 12	$1,583 1
NON-TECHNICAL: Business Administration (excl. Mgmt.)	$1,765 2	$1,524 40 $2,000 $1,200	$1,546 64 $2,000 $1,200	$1,962 2	$2,067 3	$1,575 6	$1,653 9	$1,738 11	$1,944 4	$1,821 13	$1,417 1	$1,475 4	$2,100 1		$2,276 7	$1,823 8	$1,523 2	$1,508 4
NON-TECHNICAL: Management Information Systems	$1,700 1	$2,050 1	$1,532 15		$1,760 3	$1,541 1		$1,914 10	$1,842 3	$1,833 2	$1,875 1		$2,276 2	$1,550 3	$2,104 5	$1,533 2	$1,958 1	
NON-TECHNICAL: Marketing & Distribution		$1,597 16	$1,600 79 $2,033 $1,250		$1,921 4	$1,862 2	$1,607 7	$1,875 14	$1,675 10	$1,709 16	$1,746 2	$1,400 1	$1,680 3	$1,667 1	$1,817 7	$1,748 2	$1,833 1	$2,083 1
NON-TECHNICAL: Economics	$1,700 2	$1,764 4	$1,491 12				$1,890 1	$1,848 5	$1,750 2	$1,703 3	$1,700 1		$1,440 2	$1,500 1				$1,500 1
NON-TECHNICAL: Humanities	$1,459 2	$1,429 14	$1,336 62 $1,750 $ 950		$2,917 1		$1,867 2	$1,542 2		$1,791 1	$1,479 2			$1,666 1	$1,125 1	$1,436 3	$1,505 5	$1,356 7
NON-TECHNICAL: Social Sciences		$1,708 13	$1,516 33 $1,917 $1,225		$1,740 2	$1,000 1		$1,863 2	$1,679 2					$1,604 2	$1,417 3	$1,325 2	$1,877 6	$1,137 11
MASTER'S DEGREE—INEXPERIENCED																		
MBA—Nontechnical Undergraduate Degree	$2,157 10	$1,923 10	$2,142 10	$2,091 1				$2,400 1	$1,917 1	$2,500 1		$1,250 1		$1,792 2	$2,375 2			$2,580 1
MBA—Technical Undergraduate Degree	$2,271 2		$2,333 1					$2,500 1		$2,383 1						$1,900 1		
BACHELOR'S SUMMARY																		
Nontechnical Curricula	$1,786 401 $1,958 $1,583	$1,578 105 $2,000 $1,200	$1,514 273 $2,000 $1,125	$1,912 4	$1,972 17	$1,623 15	$1,671 19	$1,836 48 $2,200 $1,500	$1,749 26 $2,000 $1,500	$1,780 41 $2,208 $1,380	$1,638 10	$1,564 6	$1,816 21 $2,100 $1,440	$1,632 9	$1,905 29 $2,600 $1,167	$1,592 28 $2,100 $1,200	$1,677 27 $1,958 $1,250	$1,328 25 $1,667 $ 875
Technical Curricula	$2,152 16	$1,945 34 $2,608 $1,466	$1,931 49 $2,666 $1,250	$2,368 124 $2,600 $2,168	$2,318 84 $2,625 $1,958	$2,044 41 $2,406 $1,700	$2,341 40 $2,625 $1,666	$2,387 75 $2,625 $1,900	$2,337 115 $2,590 $1,933	$2,197 37 $2,500 $1,583	$2,409 11	$2,460 6	$2,502 28 $2,850 $2,100	$2,074 30 $2,535 $1,667	$2,356 73 $2,500 $2,000	$1,872 101 $2,312 $1,514	$1,767 33 $2,200 $1,316	$1,620 16

*Data in block tables are for period 9-1-86 through 12-5-86.

Bachelor's Degree

TECHNICAL

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL												GOVT ■ NON-PROFIT		
	Accounting—Public	Banking, Finance & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace	Automotive & Mechanical Equipment	Building Materials Mfrs. & Construction	Chemicals, Drugs, & Allied Products	Computers & Business Machines	Electrical & Electronic Mach. & Equip.	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	Federal Government	Local/State Government	Non-Profit Orgs. & Educational Institutions
Aerospace & Aeronautical Engineering				$2,374 20 $2,557 $2,180	$2,275 1				$1,800 1							$2,097 3	$2,000 1	
Chemical Engineering			$2,167 1	$2,292 2	$2,042 2		$2,475 15	$2,600 4	$2,288 2		$2,450 4		$2,610 7	$2,333 1		$2,033 4	$2,100 1	
Civil Engineering (incl. Construction, Sanitary, & Transportation Engrg.)				$2,490 1	$2,152 2	$2,005 17			$1,897 3				$2,300 2	$1,970 11	$2,342 6	$1,965 2	$1,820 17	
Electrical Engineering (incl. Computer Engrg.)	$2,292 2		$2,481 6	$2,420 46 $2,650 $2,232	$2,420 19	$1,966 10	$2,502 9	$2,419 21 $2,583 $2,254	$2,377 69 $2,650 $2,000	$2,593 2	$2,542 1	$2,600 1	$2,544 4	$2,315 3	$2,428 29 $2,600 $2,300	$1,896 47 $2,345 $1,559	$2,250 1	$2,028 3
Geological Engineering																		
Industrial Engineering	$2,153 3	$2,167 1	$1,989 3	$2,138 8	$2,627 5	$1,917 1	$2,425 1	$2,224 2	$2,505 4	$2,410 17	$2,192 2	$2,300 1		$2,214 3	$2,123 5	$1,744 4	$2,200 1	
Mechanical Engineering	$2,500 1	$1,875 1		$2,385 26 $2,530 $2,250	$2,299 38 $2,565 $1,930	$2,142 8	$2,509 5	$2,418 5	$2,283 22 $2,590 $2,500	$2,500 2	$2,444 4	$2,300 2	$2,672 7	$2,192 5	$2,389 20 $2,475 $2,200	$1,931 19		
Metallurgical Engineering (incl. Metallurgy & Ceramic Engrg.)					$2,550 1				$2,500 1			$2,629 2						
Mining & Mineral Engineering															$2,386 1			
Nuclear Engineering (incl. Engrg. Physics)					$2,625 1										$2,469 3			
Petroleum Engineering					$2,625 2								$2,722 3					
Engineering Technology		$1,096 1	$2,361 3	$2,400 2	$2,386 4	$2,194 3	$1,750 1	$2,144 3	$2,250 1				$1,416 1		$3,337 1	$2,083 2	$1,761 1	
Agricultural Sciences		$1,696 6	$1,500 3				$1,725 4			$1,913 13						$1,375 2	$1,251 2	
Allied Health Professions		$1,600 1	$2,463 2				$2,414 1			$1,466 1						$1,556 3	$1,700 1	$1,550 2
Biological Sciences			$1,000 1		$ 833 1	$2,666 1	$1,433 2		$1,458 1	$1,666 1				$1,833 1		$1,408 2	$1,250 1	$1,207 5
Chemistry			$1,748 2											$1,850 1				
Computer Science	$2,154 9	$2,028 14	$1,895 24 $2,500 $1,400	$2,269 18	$2,079 8	$1,775 1	$2,542 2	$2,231 37 $2,583 $1,830	$2,139 6	$2,125 1			$2,183 4	$1,940 4	$1,990 6	$1,904 9	$1,799 6	$1,790 5
Mathematics	$1,500 1	$2,083 10	$1,384 3	$2,445 1				$2,093 3	$2,237 5					$2,235 1	$2,313 1	$1,757 2		
Other Physical & Earth Sciences			$1,200 1	$2,488 2											$2,000 1	$1,434 2	$ 800 1	$1,750 1

The College Placement Council
62 Highland Avenue / Bethlehem, PA 18017

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CPC Salary Survey

A study of 1986-1987 beginning offers / January 1987

In college recruiting circles, the cautious optimism continues. Employers are looking the field over carefully, not given to making hasty decisions. Thus, while recruiting activity on college campuses continues at fairly high levels, fewer offers are being extended early in the season.

The most dramatic news in this calendar-year-end ***Salary Survey*** report, however, is the apparent confirmation of the much discussed shift from a manufacturing to a service economy.

For the first time in ***Salary Survey*** history, more offers have been extended to graduates in accounting, business, and the humanities than to graduates in the engineering, scientific, and other technical disciplines. Offers to nontechnical graduates exceeded those extended to technical graduates by 6 percent.

In a period which saw a 36 percent drop in the total number of offers extended, offers in the fields of merchandising and services actually increased by nearly 3 percent. This, however, is the sole bright spot in the generally depressed marketplace for entry-level college graduates.

Offers extended in the technical disciplines dropped a resounding 47 percent compared with a similar period last year. Computer science majors experienced a 32 percent decrease from last year. Nontechnical graduate offers were down 22 percent overall. Offers to accounting majors decreased by 39 percent compared with January 1986.

As the human resources marketplace struggles to absorb the influx of more experienced job seekers uprooted through organizational realignment, mergers, acquisitions, and import penetration, entry-level college graduates are finding the sledding tough indeed this January. Reflecting the increased competition for jobs, the salary levels are generally holding firm—but in some instances declining.

Petroleum engineers felt the crunch most with 82 percent fewer offers compared with January 1986 and a 5.6 percent decline in dollars offered since June of last year. In comparison with all the other disciplines, though, they still attracted the highest dollar amounts.

Dollar amounts increased only marginally (less than 1 percent) for accountants and mechanical engineers, but decreased 3.1 percent for computer science majors, 10.3 percent for social scientists, and 11.8 percent for graduates in the humanities. Electrical engineers' dollar amounts held steady.

In the advanced degree market, the same general pattern prevailed. MBA graduates with a nontechnical background and less than one year's experience suffered a 36 percent decrease in the number of offers extended compared with January 1986. Dollar amounts shrank by 15 percent.

There were not enough offers made to either inexperienced or experienced technical MBA's to provide a meaningful comparison. The same was true for experienced MBA's with nontechnical backgrounds.

Advanced-degree engineers also suffered decreases in the number of offers, but managed a slight increase in dollar amounts. Offers to electrical engineers in the advanced field fell off 46 percent with a 1.2 percent increase in dollar amounts. Similarly, mechanical engineer offers were down 37% with a dollar increase of 2.6 percent.

Several new occupational titles have been added this year to broaden the scope of the ***Salary Survey*** report. Overall, though, the report format and informational categories continue unchanged for this year.

The CPC ***Salary Survey*** report covers the period from September 1, 1986, through January 2, 1987. The data include offers extended to students graduating between September 1, 1986, and August 31, 1987. There are 164 placement offices participating in the ***Salary Survey.*** Additional copies of the report are available to members and subscribers for $1.50 each.

Deborah J. McCleary
Statistical Services Supervisor

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 164 placement offices at 143 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Curriculum For All Types of Employers	Number of Offers: January 1987	Number of Offers: January 1986	Average $ Offers: January 1987	Average $ Offers: July 1986	Percent Change in $ Offers from July 1986	Percentiles: 90th	Percentiles: 50th	Percentiles: 10th
Business								
Accounting	1,067	1,760	$1,782	$1,768	0.8%	$1,958	$1,800	$1,530
Business Administration & Mgmt.	364	333	1,666	1,638	1.7	2,125	1,583	1,250
Management Information Systems	102	158	1,883	1,903	— 1.1	2,266	1,916	1,333
Marketing & Distribution	305	319	1,644	1,606	2.4	2,000	1,650	1,250
Humanities and Social Sciences								
Economics[1]	65	53	1,636	1,867	—12.4	2,000	1,550	1,300
Humanities	143	63	1,418	1,608	—11.8	1,833	1,360	1,000
Social Sciences	103	59	1,493	1,665	—10.3	1,980	1,500	1,000
Engineering								
Aerospace & Aeronautical	60	143	2,320	2,315	0.2	2,522	2,373	2,042
Chemical	106	268	2,448	2,438	0.4	2,666	2,500	2,167
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	148	262	2,009	2,011	— 0.1	2,383	2,000	1,667
Electrical (incl. Computer Engrg.)	686	1,276	2,365	2,364	0.0	2,600	2,435	1,983
Geological	4	7	2,008	1,883	*	*	*	*
Industrial	110	216	2,262	2,254	0.4	2,500	2,299	1,917
Mechanical	402	764	2,335	2,322	0.6	2,550	2,375	1,958
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	19	51	2,467	2,322	*	*	*	*
Mining & Mineral	1	N/A	2,306	2,163	*	*	*	*
Nuclear (incl. Engrg. Physics)	6	27	2,432	2,308	*	*	*	*
Petroleum	13	73	2,595	2,750	*	*	*	*
Engineering Technology	36	133	2,117	2,183	— 3.0	2,545	2,250	1,666
Sciences								
Agricultural Sciences	49	33	1,664	1,597	4.2	2,175	1,580	1,208
Allied Health Professions	15	8	2,091	1,702	*	*	*	*
Biological Sciences	18	11	1,458	1,589	*	*	*	*
Chemistry	4	22	1,857	1,948	*	*	*	*
Computer Science	310	456	2,148	2,216	— 3.1	2,500	2,204	1,666
Mathematics	40	44	2,048	2,037	0.5	2,416	2,092	1,500
Other Physical & Earth Sciences	9	27	1,686	2,100	*	*	*	*
	4,185	6,566						

N/A — No historic data available
*Not computed for fewer than 20 offers
[1]Includes economics programs with both business and social science orientation

Participating Placement Offices

Akron
Alabama A & M
Arizona
Arizona State
Arkansas - Fayetteville
Auburn

Baylor
Bentley
Boston
Bridgeport
Brigham Young
Brown
Bucknell

Calif. Inst. Tech.
California - Los Angeles
Calif. Poly State - San Luis Obispo
California State
—Fresno
—Long Beach
—Sacramento
Calif. State Poly - Pomona
Carnegie-Mellon
Case Western Reserve
Chicago - Grad Sch. of Bus.
City Univ. NY
—Bernard M. Baruch College
—City College
—Hunter College
Clemson
Cleveland State
Colorado

Colorado Mines
Colorado State
Columbia
Columbia - Grad Sch. of Bus.
Connecticut
Cornell

Dartmouth
Delaware
Denver
Duke
Duke - Fuqua Sch. of Bus.

Fairleigh Dickinson - Teaneck

George Washington
Georgia
Georgia Tech
Grove City

Houston

Idaho
IIT (Ill. Inst. Tech.)
Illinois at Chicago
Illinois - Urbana
—Engineering
—Commerce, Business
Indiana
Iowa
Iowa - Engineering
Iowa State
—Engineering
—Science, Humanities

Kansas
—Arts
—Business
—Engineering
Kansas State
Kentucky

Lafayette
Lamar
Lehigh
Louisiana Tech

Maine - Orono
Mary Washington
MIT (Mass. Inst. Tech.)
MIT - Sloan Management
Mass. - Amherst
Memphis State
Michigan
—Ann Arbor Engineering
—Ann Arbor - Grad Sch. of Bus.
—Dearborn
Michigan State
Michigan Tech
Minnesota - Sch. of Management
Mississippi
Mississippi State
Missouri
—Columbia Engineering
—Rolla
—St. Louis
Montana
Montana State

Nebraska - Lincoln
Nevada - Reno
New Jersey Tech
New Mexico
New Mexico State
NYU - Grad Sch. of Bus.
North Carolina
—Chapel Hill
North Carolina A & T State
North Dakota
North Texas State
Northern Arizona
Northwestern
Northwestern
—Kellogg Grad Sch.

Ohio
Ohio State
—Administrative
—Engineering
Oklahoma
Oklahoma State
—Engineering
—Univ. Placement
Oregon
Oregon State

Penn
Penn - Wharton Grad Sch.
Penn State
Penn State - Capitol Campus
Pittsburgh
Polytechnic Institute of NY
Portland State

Princeton
Purdue

Rensselaer
Rhode Island
Rochester
Rochester - Grad Sch. of Mgmt.
Rutgers
—Camden Arts, Science
—New Brunswick

San Diego State
San Jose State
South Dakota Mines
South Florida
Southern California
Southern Calif. - Grad Bus.
Southern Illinois
—Carbondale
—Edwardsville
Southern Methodist
Southwest Missouri State
Stanford
SUNY - Buffalo

Tennessee - Knoxville
Texas A & I
Texas A & M
Texas Tech
Texas
—Arlington
—Austin Bus. Admin.
—Austin Engineering
—El Paso

Toledo
Tulane

Union
Utah
Utah State

Vanderbilt
Vanderbilt - Owen Grad Sch.
Villanova
Virginia
Virginia - Colgate Darden
Virginia Tech

Wake Forest
Wake Forest - Babcock Grad Sch.
Washington
Washington State
Washington Univ. - Sch. of Bus.
Wayne State
West Virginia
Wilkams
Wisconsin - Madison
—Arts
—Business
—Engineering
Worcester Poly.

Yale - Org. & Mgmt.

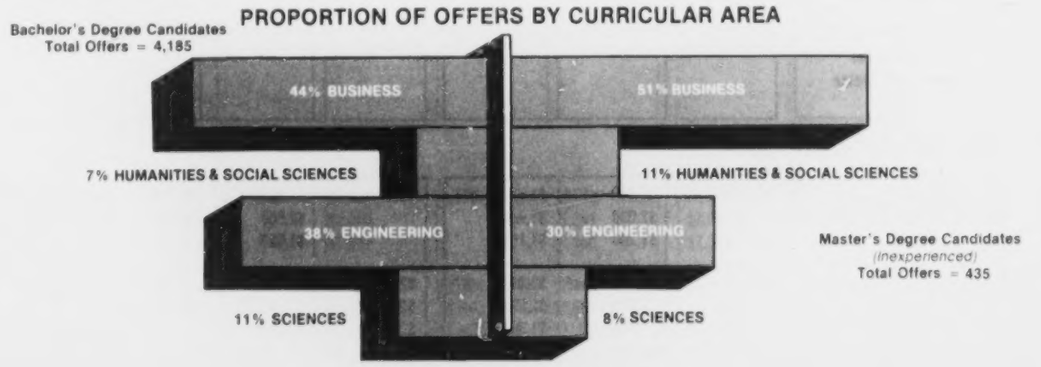
Bachelor's Degree Candidates

(Data Combined for Men and Women)

By Occupational Title For All Types of Employers	Number of Offers: January 1987	Number of Offers: January 1986	Average $ Offers: January 1987	Average $ Offers: July 1986	Percent Change in $ Offers from July 1986	Percentiles: 90th	Percentiles: 50th	Percentiles: 10th
Administrative & Management Occupations								
Accountants & Auditors	1,052	1,739	$1,783	$1,768	0.9%	$1,958	$1,800	$1,542
Banking Occupations	28	N/A	1,568	N/A	N/A	2,000	1,500	1,083
Business Administration	86	91	1,558	1,626	— 4.2	2,000	1,500	1,150
Consultants	59	N/A	1,883	N/A	N/A	2,500	1,910	1,333
Financial Analysts	43	34	1,809	2,030	—10.9	2,350	1,833	1,334
**Human Resources *(Personnel & Labor Relations)*	40	25	1,492	1,629	— 8.4	2,084	1,425	1,000
Management Trainee	359	376	1,584	1,652	— 4.1	2,000	1,542	1,250
Computer & Mathematical Occupations								
Computer Programmers	155	286	2,021	2,110	— 4.2	2,416	2,058	1,583
Computer Scientists (incl. Systems Analysts)	219	285	2,202	2,245	— 1.9	2,565	2,250	1,667
Mathematicians/Statisticians	12	27	2,088	1,985	*	*	*	*
Marketing & Sales Occupations								
Advertising/Marketing	117	75	1,689	1,699	— 0.6	2,300	1,666	1,208
Retail/Wholesale Sales	137	221	1,653	1,639	0.9	2,000	1,679	1,292
Technical Sales	70	67	1,878	1,845	1.8	2,475	1,842	1,500
All Other Occupations								
Communications Occupations	42	27	1,365	1,636	—16.6	2,000	1,250	900
Engineers (Engrg. Degree Required)	1,550	3,133	2,321	2,325	— 0.2	2,600	2,383	1,925
Farm & Natural Resources Mgmt.	30	14	1,627	1,651	— 1.5	2,200	1,583	1,100
Health-Related Occupations	22	14	1,936	1,613	20.0	2,842	1,767	1,305
Insurance & Real Estate Occupations	69	20	1,579	1,635	— 3.4	2,000	1,533	1,200
Production Occupations	45	49	1,750	2,017	—13.2	2,166	1,765	1,166
Researchers—Nonscientific	†	14	†	1,856	†			
Researchers—Scientific	†	46	†	2,052	†			
Social Workers & Recreational Workers	26	8	1,327	1,232	7.7	1,700	1,327	920
Transportation & Distribution Occupations	24	15	1,864	1,813	2.8	2,406	1,867	1,300
	4,185	6,566						

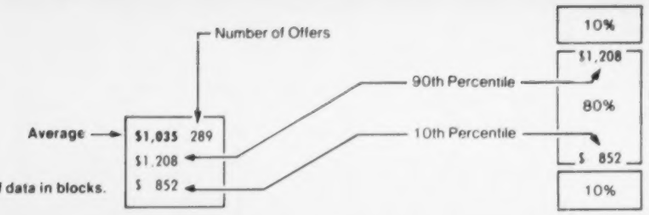
**Category name changed; the bracketed name indicates former category on which historical data are based
† No offers reported
N/A — No historic data available
* Not computed for fewer than 20 offers

PROPORTION OF OFFERS BY CURRICULAR AREA



Monthly beginning salary offers to all candidates by curriculum and employer

January 1987 ■ Data combined for men and women



This diagram indicates arrangement of data in blocks.

The 90th and 10th percentiles are those salary offers between which 80 percent of the offers in a category are located. Not computed for fewer than 20 offers.

10 percent of the salary offers are higher than the 90th percentile.

10 percent of the salary offers are lower than the 10th percentile.

NONTECHNICAL

CURRICULUM	BUSINESS			MANUFACTURING ■ INDUSTRIAL											GOVT ■ NONPROFIT		
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace	Automotive & Mechanical Equipment	Building Materials Mfrs. & Construction	Chemicals, Drugs, & Allied Products	Computers & Business Machines	Electrical & Electronic Mach. & Equip.	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	Federal Government	Local/State Government	Nonprofit Orgs. & Educational Institutions
BACHELOR'S DEGREE																		
Accounting	$1,794 875 $1,958 $1,600	$1,647 19	$1,674 18	$1,862 7	$2,002 5	$1,725 5	$1,875 2	$1,896 4	$1,857 12	$1,830 12	$1,644 3	$2,083 1	$1,842 27 $2,000 $1,700	$2,250 2	$1,849 13	$1,531 39 $1,733 $1,416	$1,664 21 $1,800 $1,458	$1,647 2
Business Administration & Management	$1,808 8	$1,577 74 $2,000 $1,200	$1,564 141 $1,960 $1,250	$1,919 3	$2,032 12	$1,624 10	$1,787 14	$1,766 17	$1,916 12	$1,800 25 $2,208 $1,250	$1,653 3	$1,475 4	$1,846 6	$1,500 1	$2,158 15	$1,590 12	$1,443 3	$1,508 4
Management Information Systems	$1,820 7	$1,897 6	$1,554 19	$1,689 1	$1,909 7	$1,458 2	$2,133 2	$2,064 22 $2,400 $1,667	$1,975 4	$1,833 2	$1,875 1	$2,150 1	$2,241 12	$1,577 5	$2,066 6	$1,457 3	$1,825 2	
Marketing & Distribution		$1,554 28 $1,833 $1,166	$1,589 155 $2,000 $1,200		$1,907 7	$1,697 6	$1,608 10	$1,765 22 $2,083 $1,500	$1,733 18	$1,699 25 $2,000 $1,300	$1,639 7	$1,900 2	$1,773 6	$1,500 2	$1,813 12	$1,690 3	$1,833 1	$2,083 1
Economics	$1,700 2	$1,837 14	$1,460 27 $1,750 $1,150			$2,000 1	$1,890 1	$1,790 6	$1,750 2	$1,715 4	$1,700 1		$1,440 2	$1,750 2		$1,542 1	$1,667 1	$1,500 1
Humanities	$1,529 3	$1,371 18	$1,345 80 $1,750 $ 975		$2,917 1		$1,772 3	$1,766 6		$1,771 2	$1,479 2			$1,666 1	$1,125 1	$1,485 8	$1,526 8	$1,366 10
Social Sciences		$1,674 15	$1,452 48 $1,917 $1,000		$1,740 2	$1,000 1		$1,863 2	$1,679 2					$1,604 2	$1,417 3	$1,617 3	$1,739 10	$1,184 15
MASTER'S DEGREE-INEXPERIENCED																		
MBA—Nontechnical Undergraduate Degree	$2,215 27 $2,665 $1,800	$1,978 20 $2,417 $1,616	$2,060 17	$2,397 3	$2,254 2		$2,800 1	$2,415 6	$1,917 1	$2,167 8		$1,250 1	$2,283 3	$2,250 3	$2,208 4		$2,038 3	$2,580 1
MBA—Technical Undergraduate Degree	$2,208 3		$2,333 1	$2,333 1	$2,875 1			$2,500 1		$2,383 1			$2,350 2			$1,900 1		
BACHELOR'S SUMMARY																		
Nontechnical Curricula	$1,793 895 $1,958 $1,600	$1,600 174 $2,000 $1,200	$1,523 488 $1,960 $1,166	$1,862 11	$1,985 34 $2,500 $1,583	$1,638 25 $2,083 $1,032	$1,760 32 $2,050 $1,416	$1,860 79 $2,304 $1,500	$1,825 50 $2,100 $1,500	$1,764 70 $2,167 $1,380	$1,641 17	$1,742 8	$1,910 53 $2,250 $1,667	$1,684 15	$1,919 50 $2,291 $1,560	$1,543 69 $1,890 $1,200	$1,653 46 $1,833 $1,283	$1,343 33 $1,667 $ 958
Technical Curricula	$2,166 50 $2,334 $1,958	$1,924 46 $2,500 $1,466	$2,012 87 $2,533 $1,300	$2,384 395 $2,555 $2,175	$2,336 139 $2,600 $2,000	$2,058 83 $2,406 $1,730	$2,374 111 $2,650 $1,667	$2,302 142 $2,591 $1,875	$2,378 291 $2,583 $2,100	$2,248 67 $2,583 $1,625	$2,437 21 $2,550 $2,225	$2,431 32 $2,600 $2,269	$2,489 71 $2,850 $2,100	$2,196 70 $2,542 $1,833	$2,345 160 $2,500 $2,006	$1,941 187 $2,362 $1,550	$1,926 67 $2,625 $1,416	$1,660 17

Bachelor's Degree

TECHNICAL

CURRICULUM	BUSINESS			MANUFACTURING & INDUSTRIAL												GOVT & NONPROFIT		
	Accounting—Public	Banking, Finance, & Insurance	Merchandising (Retail & Wholesale) & Services	Aerospace	Automotive & Mechanical Equipment	Building Materials Mfrs. & Construction	Chemicals, Drugs, & Allied Products	Computers & Business Machines	Electrical & Electronic Mach. & Equip.	Food & Beverage Processing	Glass, Paper, Packaging, & Allied Products	Metals & Metal Products	Petroleum & Allied Products (incl. Nat. Gas)	Research &/or Consulting Organizations	Utilities—Public (incl. Transportation)	Federal Government	Local/State Government	Nonprofit Orgs. & Educational Institutions
Aerospace & Aeronautical Engineering				$2,363 49 $2,550 $2,180	$2,275 1	$2,325 1			$2,114 3							$2,093 5	$2,000 1	
Chemical Engineering			$2,167 1	$2,292 2	$2,265 4	$2,375 1	$2,530 42 $2,675 $2,416	$2,600 4	$2,271 9	$2,501 6	$2,398 5		$2,574 20 $2,700 $2,500	$2,313 2	$2,100 1	$2,161 7	$1,934 2	
Civil Engineering (incl. Construction, Sanitary, & Transportation Engrg.)			$2,167 1	$2,390 3	$2,152 2	$2,002 42 $2,275 $1,730			$1,897 3		$2,333 1		$2,431 4	$2,049 26 $2,375 $1,820	$2,172 18	$1,828 9	$1,872 39 $2,040 $1,624	
Electrical Engineering (incl. Computer Engrg.)	$2,310 7		$2,405 17	$2,442 162 $2,588 $2,280	$2,440 27 $2,583 $2,200	$2,040 12	$2,520 16	$2,398 61 $2,625 $2,041	$2,422 166 $2,626 $2,208	$2,532 4	$2,565 5	$2,504 13	$2,481 6	$2,449 16	$2,401 75 $2,567 $2,250	$1,989 89 $2,382 $1,559	$2,575 6	$2,095 4
Geological Engineering			$1,700 1										$2,555 1			$1,888 2		
Industrial Engineering	$2,198 16	$2,167 1	$2,061 4	$2,272 17	$2,499 7	$1,709 2	$2,383 3	$2,224 2	$2,371 10	$2,341 24 $2,500 $1,683	$2,294 3	$2,292 3		$2,262 5	$2,244 8	$1,744 4	$2,200 1	
Mechanical Engineering	$2,500 1	$2,113 2		$2,371 87 $2,530 $2,210	$2,312 71 $2,550 $2,000	$2,299 13	$2,472 20 $2,625 $2,395	$2,333 13	$2,363 63 $2,550 $2,083	$2,456 13	$2,454 6	$2,368 8	$2,567 17	$2,223 6	$2,396 39 $2,500 $2,200	$1,974 38 $2,362 $1,559	$2,372 5	
Metallurgical Engineering (incl. Metallurgy & Ceramic Engrg.)					$2,537 7		$2,500 1		$2,417 2			$2,428 8		$2,350 1				
Mining & Mineral Engineering															$2,306 1			
Nuclear Engineering (incl. Engrg. Physics)					$2,625 1				$2,640 1						$2,469 3	$1,917 1		
Petroleum Engineering					$2,625 2				$2,200 1				$2,718 9				$1,814 1	
Engineering Technology		$1,096 1	$1,921 4	$2,365 8	$2,386 4	$1,960 7	$1,750 1	$2,144 3	$2,250 1				$1,416 1		$2,894 2	$1,944 3	$1,761 1	
Agricultural Sciences		$1,726 10	$1,460 5		$1,667 1		$1,577 12			$1,869 16						$1,319 3	$1,251 2	
Allied Health Professions		$1,600 1	$2,463 2				$2,783 5			$1,466 1						$1,556 3	$1,700 1	$1,550 2
Biological Sciences			$1,000 1		$ 833 1	$2,666 1	$1,673 4		$1,458 1	$1,666 1				$1,833 1		$1,408 2	$1,250 1	$1,207 5
Chemistry			$1,748 2				$2,083 1							$1,850 1				
Computer Science	$2,131 23 $2,333 $1,833	$1,966 18	$2,009 43 $2,500 $1,500	$2,298 64 $2,542 $2,050	$2,173 11	$1,965 4	$2,415 6	$2,192 55 $2,583 $1,583	$2,322 24 $2,575 $2,000	$2,146 2	$2,425 1		$2,197 13	$2,100 9	$2,066 11	$1,920 15	$1,799 6	$1,790 5
Mathematics	$1,825 3	$2,057 13	$1,583 5	$2,445 1				$2,123 4	$2,250 7					$2,356 3	$2,313 1	$1,906 3		
Other Physical & Earth Sciences			$1,200 1	$2,488 2											$2,000 1	$1,483 3	$ 800 1	$1,750 1

AVERAGE MONTHLY SALARY OFFERS

Master's Candidates-Inexperienced[1]

(Data Combined for Men and Women)

Graduate Program	Number of Offers: January 1987	Number of Offers: January 1986	Average $ Offers: January 1987	Average $ Offers: July 1986	Percent Change in $ Offers from July 1986	Percentiles: 90th	Percentiles: 50th	Percentiles: 10th
Business								
Accounting	100	145	$2,123	$2,132	— 0.4%	$2,417	$2,104	$1,833
MBA—Nontechnical Undergraduate								
Less than 1 year	100	156	2,150	2,529	—15.0	2,583	2,200	1,666
Over 1 to 2 years[2]	22	45	2,494	2,828	—11.8	2,917	2,500	2,200
Over 2 to 4 years[2]	16	20	2,419	3,032	*	*	*	*
Over 4 years[2]	14	10	2,743	3,145	*	*	*	*
MBA—Technical Undergraduate								
Less than 1 year	11	23	2,332	2,699	*	*	*	*
Over 1 to 2 years[2]	12	8	3,058	2,888	*	*	*	*
Over 2 to 4 years[2]	1	6	2,083	3,161	*	*	*	*
Over 4 years[2]	3	N/A	3,160	3,203	*	*	*	*
MS—Business (incl. Management, Marketing, Finance, etc.)	6	19	2,329	2,337	*	*	*	*
Administration (incl. Public, Hospital, etc.)	2	1	2,145	2,037	*	*	*	*
Industrial Mgmt. (incl. Industrial Admin.)	4	3	2,204	2,481	*	*	*	*
Humanities and Social Sciences								
Humanities	16	10	1,552	1,624	*	*	*	*
Social Sciences	31	8	1,797	1,754	2.5	2,500	1,667	1,291
Engineering								
Chemical	15	14	2,713	2,678	*	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	21	31	2,416	2,391	1.1	2,792	2,333	2,167
Electrical (incl. Computer Engrg.)	48	89	2,885	2,851	1.2	3,133	2,842	2,625
Industrial	7	6	2,608	2,707	*	*	*	*
Mechanical	36	57	2,812	2,740	2.6	3,166	2,800	2,475
Metallurgical (incl. Metallurgy & Ceramic Engrg.)	2	6	2,542	2,722	*	*	*	*
Nuclear (incl. Engrg. Physics)	3	N/A	2,748	2,933	*	*	*	*
Sciences								
Chemistry	4	3	2,375	2,333	*	*	*	*
Computer Science	20	52	2,806	2,777	1.0	3,083	2,829	2,417
Geology & Related Geological Sciences	1	11	2,833	2,562	*	*	*	*
Mathematics	8	8	2,242	2,548	*	*	*	*
	503	731						

Doctoral Candidates

Engineering								
Chemical	7	30	$3,621	$3,557	*	*	*	*
Civil (incl. Construction, Sanitary, & Transportation Engrg.)	†	1	†	2,892	†			
Electrical (incl. Computer Engrg.)	13	19	3,850	3,845	*	*	*	*
Mechanical	5	10	3,577	3,435	*	*	*	*
Metallurgical (incl. Metallurgy, Materials Engrg. / Science & Ceramics)	4	11	3,469	3,479	*	*	*	*
Sciences								
Chemistry	17	23	3,091	3,113	*	*	*	*
Mathematics (incl. Operations Research, Statistics, & Actuarial Science)	†	1	†	3,292	†			
Physics	5	21	3,432	3,527	*	*	*	*
	51	116						

[1]One year or less of full-time, nonmilitary employment unless otherwise indicated.
[2]Years of previous full-time, nonmilitary employment.
*Not computed for fewer than 20 offers.
†No offers reported.
N.A. - No historic data available.

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48

CPC Salary Survey

A study of 1986-1987 beginning offers / Formal Report No. 2, March 1987

The redesign of corporate America continued its downward pressure on campus recruiting throughout the winter. Mergers, takeovers, reorganizations, overcapacity, the energy glut, and market erosion resulting from the ebb and flow of global economic forces have sustained a general uncertainty in the human resources marketplace.

Fewer offers are being made to college graduates and, consonant with the supply/demand law, salary offerings are virtually static. Technical disciplines are hardest hit.

Only one in five among major college placement offices participating in the *Salary Survey* report increased offer activity over last year at this time. The upbeat campuses appear to be mostly in mid-America.

There are some bright spots, depending upon perspective. More employers are making offers to humanities graduates. Of the 21 disciplines at the bachelor's level with a sufficient number of offers to allow meaningful comparisons, 13 show increases in starting salary offers compared with July 1986. The allied health professions showed the largest dollar increase at 21 percent over last July. Mathematics drew a 4.8 percent increase.

The overall number of offers made to bachelor's-degree candidates, however, dropped by 30 percent compared with March a year ago. Offers to nontechnical graduates, which we reported surpassing the technical graduate offers for the first time in January, continued to account for the majority of offers — 52 percent nontechnical vs. 48 percent technical.

The number of offers extended to technical bachelor's-degree candidates fell 43 percent compared with last March. The aerospace industry continued to provide the greatest concentration of offers to technical candidates at 17 percent of the total. The electrical and electronic machinery and equipment industry follows with 16 percent.

Overall, dollar offers made to the business disciplines increased slightly since July. The overall number of offers, however, decreased an average of 14 percent compared with last year at this time. The number of offers made to accounting majors decreased 19 percent compared with last March, but the monthly dollar average rose 1.8 percent since July to $1,800.

Humanities graduates continued to receive more offers than last year, seeing a 68 percent increase compared with March 1986. The dollar average, however, dropped to $1,471 a month, an 8.5 percent decrease since July. The increase in the number of offers for social sciences graduates in January of this year has not held up; currently the offers are down 5.7 percent compared with last March. In addition, the dollar average of $1,533 represented a 7.9 percent decrease since July.

The number of offers decreased 45 percent for electrical engineers since last year and 42 percent for mechanical engineers. Both disciplines showed only slight increases in dollar averages since July. Petroleum engineering maintained its top position in attracting the highest monthly dollar average, $2,624.

Computer science experienced a 32 percent decrease in the number of offers made compared with last year at this time, as well as a decrease of 2.4 percent in the dollar average since July to $2,162.

The CPC *Salary Survey* March report covers the period from September 1, 1986, through March 6, 1987. The data include offers extended to students graduating between September 1, 1986, and August 31, 1987. There are 164 placement offices participating in the *Salary Survey*. Additional copies of this report are available to members and subscribers for $1.50 each.

Alan Yost
Acting Director Member Services

SCOPE AND NATURE OF THE SURVEY

The scope, nature, and coverage of the CPC *Salary Survey* are particularly important to the interpretation and proper use of the statistics.

The study surveys a fairly consistent population which includes 164 placement offices at 143 colleges and universities throughout the United States. Offers are reported from employing organizations in business, industry, government, and non-profit and educational organizations. The offers are base starting salary offers and do not include fringe benefits or overtime. The data cover a broad range of functional positions, except teaching. Confidentiality is maintained for the individual, the college, and the employer.

The *Survey* reports offers, not acceptances, with no limit on the number of offers per student. Therefore, offers in the study cannot be equated with actual hires, and when the economic climate changes substantially, the ratio of offers to hires usually changes also, making comparison with other years no longer valid. In those categories where offers are relatively few, the data should be regarded only as an indication.

The *Survey* is available only to members and *Salary Survey* subscribers of the College Placement Council and is intended for the professional use of its constituents. Reports are issued in December, January, March, and July.

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